

# From Search to Understanding

## How Imago Platform® Matches Needs to Products

Imago Platform, Product Brief February 2026



# Executive Summary

Across industries — from automotive to real estate to consumer electronics — buyers are expected to arrive already knowing what they want, armed with brand preferences, technical specifications, and precise terminology. If they don't, the system fails them.

Imago Platform changes this. Our hybrid search engine shifts the model from database interrogation to genuine need-based matching — interpreting what a user is looking for, not just what they typed. Combined with a semantically enriched result environment that surfaces reviews, costs, and contextual information at the right moment, Imago transforms product discovery into a confident, frictionless decision-making experience.

This white paper explains the problem, our approach, and the value it delivers to users, businesses, and platform operators alike.

 **Bingster Cars**  
Build: 2026-02-28T01:27:41.496Z

[New Chat](#)

[Find the most fuel-efficient cars](#)

11:52

Searching for the most fuel-efficient cars in our inventory now.

Searching inventory for the most fuel-efficient hybrid and plug-in hybrid options, I am searching now.

**MY TOP PICK: 2022 Škoda Superb iV Estate**

The stand-out choice for fuel efficiency — a PHEV estate with a remarkable **627.7 mpg** weighted consumption figure, low emissions (45 g/km CO<sub>2</sub>), and only 9,200 miles on the clock, all at **£28,490**.



**Škoda Superb iV Estate 1.4 TSI 218bhp DSG**  
**£28,490**  
2022 9 200 km Plug-in Hybrid

Spacious plug-in hybrid estate combining comfort, performance and efficiency with strong electric boost. Ideal for company car drivers and families seeking low running costs with practical estate space.

218 bhp / 400 Nm

[Eco Choice](#) [Tow Master](#) [Family Safe](#) [High Torque](#) [Low Emissions](#)

Bingster Cars

**Alternative: 2026 Volkswagen Golf eHybrid — £45,890**

A newer, more powerful PHEV alternative offering 43 miles of pure electric range and 313.9 mpg weighted consumption, at a higher price point.

- **Fuel:** Plug-in Hybrid (PHEV)
- **Consumption:** 313.9 mpg (weighted)
- **Power:** 204 bhp / 350 Nm
- **CO<sub>2</sub>:** 45 g/km
- **Towing:** 1,500 kg
- **Electric range:** Up to 43 miles (WLTP)
- **Mileage:** Brand new (demo model)

**Alternative: 2024 Volkswagen Golf 1.5 eTSI Mild Hybrid — £29,900**

For those without home charging, the mild-hybrid Golf delivers a real-world 53.3 mpg with no plug required and very low running costs.

- **Fuel:** Mild Hybrid Petrol (48V)
- **Consumption:** 53.3 mpg (WLTP)

Ask me anything! [→](#)

 POWERED BY IMAGO PLATFORM®

# The Problem with Database Search

Today's product search is, at its core, a database query. Users are presented with a set of fields — make, model, colour, fuel type, price range, year — and expected to populate them accurately before the system will return meaningful results.

This works well for one type of user: the expert buyer who already knows exactly what they want. For everyone else, it creates immediate friction.

Consider someone looking for a car. They know they need something reliable, affordable to run, and suitable for a young family. They have no strong brand preference and no idea whether they want petrol, hybrid, or electric.

Under the traditional model, they must commit to filters before they have enough information to do so confidently. **Incomplete filters return overwhelming results. Wrong filters return irrelevant ones. Many users simply give up.**

The consequences are significant. **High drop-off rates, missed conversions, and a poor user experience** that reflects badly on the platforms and businesses serving these buyers. The database model was built for inventory management — not for human decision-making.

## High Drop-off Rates

Users abandon searches when filters demand expertise they don't have

## Missed Conversions

Wrong or incomplete filters return irrelevant results, losing potential buyers

## Poor User Experience

The burden of translation falls entirely on the user, not the platform

# A New Paradigm: Need-Based Matching

Imago Platform is built around a simple but powerful inversion: instead of asking users to describe a product, we ask them to describe a need.

A user might express that they are looking for a family car that is cheap to run and easy to park in a city. They do not need to know the difference between a mild hybrid and a plug-in hybrid. They do not need to choose a brand. They do not need to fill in a single field. **Imago interprets that need – its intent, its constraints, its priorities – and surfaces the products most likely to satisfy it.**

This is not keyword search with looser matching. It is a fundamental shift in how the relationship between user intent and product catalogue is understood. Imago meets users where they are, with the language they naturally use, and does the translation work on their behalf.

The result is a discovery experience that feels less like querying a database and more like talking to a knowledgeable adviser.

## Before

Users forced into rigid filter fields requiring expert knowledge



## After

Users describe needs in natural language; Imago matches suitable products

This inversion – from product description to need description – is the foundational principle behind everything Imago does.

# The Hybrid Search Engine

Delivering need-based matching at scale requires a search architecture that can operate across two very different dimensions simultaneously: the structured world of product data, and the unstructured world of human expression.

Imago's hybrid search engine combines two complementary approaches.

## Semantic Search

Uses large-scale language models to understand the **meaning** behind a query – not just its words. It recognises that "cheap to run" relates to fuel efficiency and insurance costs, that "good for families" implies space and safety ratings, and that "easy to park" points toward physical dimensions and visibility. Semantic search allows Imago to match intent even when the user's language does not map directly to any field in the product database.

## Structured Search

Ensures that this semantic understanding is grounded in **real, accurate product data**. Specifications, categories, pricing, availability – these remain essential signals. The hybrid engine uses them not as the primary filter, but as the validation layer that ensures results are not just relevant, but real and actionable.

Together, these two layers allow Imago to bridge the gap between how people think and how products are catalogued – at scale, in real time, across any product vertical.

# A Richer Result Environment

Matching a user to the right product is only part of the challenge. The other part is helping them trust that match enough to act on it.

**Traditional search returns a listing. Imago returns a decision-making environment.**

When a user is surfaced a product through Imago's matching engine, they are also presented with the contextual information most relevant to their specific situation. For a car buyer, this might include ownership reviews from people with similar needs, estimated insurance costs based on profile, average fuel or running costs, reliability ratings, and financing options. This information is not bolted on as an afterthought – it is surfaced semantically, meaning Imago identifies which enrichment data is most pertinent to this user's expressed need and brings it forward.

This enrichment serves a dual purpose. For the user, it **reduces uncertainty and builds confidence at the moment of decision**. For the business, it **keeps the user engaged within the platform ecosystem rather than driving them to external research** – reducing the risk of drop-off at the final and most critical stage of the journey.

The result environment is also dynamic. As the platform learns more about what a user values – through their interactions, refinements, and responses – the enrichment layer adapts, surfacing increasingly relevant context over time.



## Ownership Reviews

Reviews from people with similar needs, surfaced contextually



## Cost Estimates

Insurance, fuel, and running costs tailored to the user's profile



## Reliability Ratings

Trust signals that reduce uncertainty at the moment of decision



## Dynamic Adaptation

Enrichment evolves as the platform learns what the user values

# Meet Anna: A First-Time Car Buyer

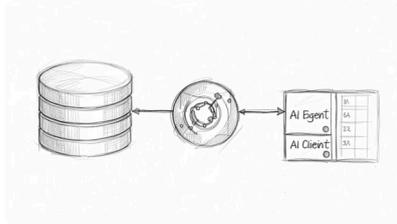
Anna knows what she needs – a city-friendly car, easy to run, within budget. What she doesn't know is the make, model, or fuel type. Under traditional search, that's a problem. With Imago®, it's the starting point.

## The Journey



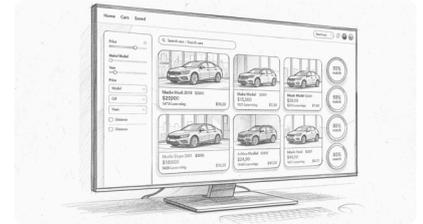
### Describe the Need

Anna types in plain language:  
"city car, cheap to run, easy to drive, under £15k".



### Intent Understood

Imago® maps her words to real needs – urban use, running cost sensitivity, ease of driving, budget.



### Curated Matches

A ranked shortlist appears where each result is explained in terms of Anna's needs, with owner reviews, cost estimates, reliability ratings.



### Confident Decision

Anna selects her car. No second-guessing. No external research. One session.

# Benefits



## For End Users

Imago removes the expertise barrier from product discovery. Users no longer need to know what they are looking for before they can find it. The experience is faster, less frustrating, and leads to decisions made with greater confidence.



## For Businesses

Need-based matching drives measurable improvements in conversion. Users who find relevant products quickly, and who are supported through the decision with rich contextual information, are significantly more likely to complete a purchase.



## For Platform Operators

Imago delivers a richer data environment. Understanding not just what users searched for, but what they needed and how they responded to results, provides a qualitatively different layer of insight. This intelligence can inform product catalogue decisions, pricing strategy, and platform development in ways that traditional search analytics cannot.

# The Imago Platform®

Imago Platform was built on the conviction that the gap between what people need and what technology can find for them should not exist. The tools to close that gap — semantic understanding, hybrid retrieval architectures, intelligent content enrichment — are mature enough to deploy at scale. What has been missing is a platform that brings them together into a coherent, user-centred product discovery experience.

Our hybrid search engine is not a feature added to an existing database platform. It is the foundation of how Imago works — designed from the ground up to serve need, not query. The enrichment layer is not a content aggregator. It is a semantically driven decision-support environment that adapts to the user in context.

Imago is vertical-agnostic. The same architecture that transforms the car-buying experience applies equally to property, financial products, consumer electronics, travel, and beyond.

**Bingster Cars**  
Build: 2026-02-28T01:27:41.496Z

New Chat

Tell me more about the Audi A6 Avant e-tron

10:47

The Audi A6 Avant e-tron is already loaded from our search, so here is a full breakdown. Here is a full breakdown of the 2026 Audi A6 Avant e-tron.



**Audi A6 Avant e-tron 375 bhp RWD**  
**£67,900**  
2026 0 km Electric

Spacious luxury electric estate with impressive range, rear-wheel drive efficiency, and rapid charging on the PPE platform. Ideal for long-distance family touring with zero emissions.

375 bhp / 565 Nm

Modern tech | Tow master | Family safe | High torque

Bingster Cars

### Why It Excels for Long Trips

Category	Detail
<b>Range</b>	426 miles WLTP — among the highest in its class
<b>Charging Speed</b>	Up to 270 kW DC rapid charging; 10–80% in approximately 21 minutes
<b>Platform</b>	Volkswagen Group PPE — engineered specifically for long-range efficiency
<b>Drivetrain</b>	Rear-wheel drive optimised for energy efficiency at motorway speeds
<b>Power &amp; Torque</b>	375 bhp / 565 Nm — effortless overtaking without range penalty
<b>Efficiency</b>	14.4–16.9 kWh/100 km — competitive for a car of this size

### Practicality at a Glance

Feature	Spec
<b>Body Style</b>	Estate (Avant)
<b>Boot Space</b>	507L standard / 1,545L seats folded

Ask me anything!

POWERED BY IMAGO PLATFORM®

# Get Started

We work with platforms, marketplaces, and businesses that are ready to rethink how their users find and choose products.

If you would like to see Imago in action, discuss a potential integration, or simply learn more about the platform, we would be glad to hear from you.

Visit

[imagoplatform.ai](https://imagoplatform.ai)

Contact

[imago@imagoplatform.ai](mailto:imago@imagoplatform.ai)

